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WEEKLY BULLETIN



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Volume 21

DETROIT, MICHIGAN, JUNE 3, 1947

No. 22

Kenneth Black Speaker at Ann Arbor Meeting

New Director for A.I.A. Great Lakes District Shows Pictures of Hawaii

Sixty-nine were present at the Detroit Chapter's meeting in Ann Arbor on May 21, the occasion being the annual joint meeting with the Chapter's Student Branch at the College of Architecture and Design at the University of Michigan.

A distinguished guest was Mr. Eurique del Moral, Dean of the School of Architecture, University of Mexico. Wells I. Bennett, Dean of the College and President of the Chapter, stated that it had been the custom of the

Chapter to award a cash prize to an outstanding student of the College, but this year it had, instead, contributed toward the expenses of a number of students to attend a portion of The Institute's 79th Annual Convention in Grand Rapids.

The President called upon John H. Bickel, leader of the Student group, who, in turn, introduced several who attended. The boys gave a good account of their stewardship, and expressed their appreciation for the opportunity of gaining a better insight into the affairs of their elders. "I have never known an 'old architect'," one said, "no matter how grey his hair, but I never knew how young you could be until I attended this Convention."

In speaking for a better understanding between architects and neophytes, one young man said, "A few years ago an architect did a dormitory here, with doors that could very well be used as tomtoms, for they were like sounding boards. Recently another architect designed another dorm here with the same kind of doors. Had they asked us, who live in these buildings, we could have told them what is wrong with them."

Students attending the Convention were John Bichel, James Blair, James McKeown, Charles Moore, Willard Oberdick, Peter Tarapa, Harris Vershure, Harvey Allison, Kenneth Fryar, Richard Gustafson, Stephen Krenytzky, Robert Metcalf and Henry Schirmer.

The A.I.A. Medal was awarded to Charles W. Pearman; the A.I.A. Book Award to Willard A. Oberdick; the Alpha Rho Chi



Mr. Black, a past president of the Michigan Society of Architects, has also served on the board of the Detroit Chapter, A.I.A. He is currently a member of the State Planning Commission, and the Institute's Committee on Urban Planning.

Medal to Charles W. Pearman and Robert Siegel; the Tau Sigma Delta Book Award to Donald F. Pitts and Barbara Lou Ridge-way.

President Bennett introduced Kenneth Black as the new A.I.A. Regional Director for our Great Lakes District, and an architect so successful that he could spend a winter vacation in Hawaii.

Mr. Black stated that one of the duties of a director was to visit the Chapters in his area, and that he would consider it a privilege to visit the Student Branch of the Detroit Chapter to discuss their problems.

"The serious part of the program" was Mr. Black's talk on Hawaii. Certainly, it was not too serious, but an intriguing description of the Island's charm. He il-

lustrated his talk with photochrome slides of interesting features, mostly of an architectural nature.

UN Competition

The American Institute of Architects has formally proposed to the United Nations that an architectural competition be held in the designing of one or more of the major buildings which will make up the U.N. Center in New York City, Douglas W. Orr, president of The Institute, has announced.

"It is our recommendation that the competition be open to architects from all nations participating in the UN," Mr. Orr said.

"A Committee of The Institute is being appointed to confer with UN officials regarding the possibility of such a competition.

"It is our understanding that it will not be possible to conduct competitions for the design of all UN buildings, because competitions necessarily require somewhat more time than the usual methods of design and because the first buildings must be completed at the earliest possible date in order to provide suitable permanent administrative quarters for the staff.

"Nevertheless, it is entirely feasible to select one or more of the central buildings as subjects for an international competition, which should be open to all architects everywhere."

Journal of The A. I. A.

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Report on Annual Meeting Illuminating Engineering Society, Quebec, Canada

By KENNETH C. WELCH, A.I.A.

While the papers that were the subject of this discussion had primarily to do with basic factors of seeing and vision, the matter of quality is definitely applicable to store lighting.

Brief resumes of the papers under discussion are as follows:

H. L. Logan's paper presented the results of a seven-year research based on the theory that human beings could have only propagated themselves throughout the millions of years of existence of life on this planet by living under certain atmospheric conditions as to temperature, humidity, movement of air, etc. This was, of course, during the period before man had developed the marvelous mechanism which connects the very unusual eye with his brain and his social, actions, and many thousands of years before he invented his own shelter, clothing, or fire.

Having determined the isotherm for these conditions, which runs down through what was Persia, part of Arabia, Palestine and the northern part of Egypt, he very carefully analyzed the brightness conditions in these areas under which the human eye was evolved and further protected. He not only devised a fluxmeter to record these outside brightness readings in the various fields, upper, lower, side, center and other fields of vision, but he also evolved a fluxmeter to take interior readings from various points to determine the excess ranges of comparative brightnesses which the eye might be subjected to in contemporary life.

The paper presented by Professor Moon of M.I.T. and Doctor Spencer of Tufts surprisingly determined the same end result and they proposed what they call a photoelectric adaptation meter, which also measures brightness and what they call adaptation helics, which is really the adaptation of the eye to brightnesses in the total field of vision, in a much more simple manner than that proposed by Logan. They also give a great many tables to help determine proper reflection factors in relation to source of light to arrive at these desirable brightnesses.

It might be interesting from a store lighting principle to note the stressing of balanced brightnesses on the camouflage principle, which is the way to really give the free forms of the merchandise the greatest visual importance, which is of course just common sense in store design.

These papers emphasizing quality, the necessity of thoroughly analyzing all of the possible interior tasks, and the brightness in the total field of view, are commendable. That these authors' papers propose measuring instruments and attempts to produce simpler formulas and

useful tables to evaluate the brightness of the total environment makes them doubly commendable.

Now that the demand for artificial illumination has caught up with the supply (and in some cases is exceeding it) it is quite practical to take for granted certain quantities for certain tasks, as is so simply outlined in the Luckiesh-Eastman paper, and then concentrate on quality in all fields of lighting.

Mr. Logan most interestingly analyzes the possible brightness environment of the upright man during the evolution of his power of vision with his line of sight correctly directed primarily toward the horizon. However, while he stresses that his recommended optimism range applies to any direction of sight, the illustrations used show only the flux analysis of a limited and what, in some cases, might be a relatively important horizon-wise viewpoint. It is true that only a short time ago (a hundred years being but a few moments in the evolution of man) we were 90 per cent agrarian in the United States and accordingly our tasks were mostly horizon-wise. But today, with many interior tasks at arm's length, they are becoming increasingly heads-down tasks

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wherein the actual horizon moves well into the top of the upper zones of the field of view. Further, as Professor Moon and Dr. Spencer point out, this point of fixation is rather apt to be in constant motion.

For example, the results of a preliminary analysis made of the public schools in Grand Rapids in the lower medium grades (including the planned curriculum and time studies in the classroom) indicate that actually more time was spent in the heads-down, two-dimensional tasks of from 50 per cent to 75 per cent reflectances than was spent on the heads-up tasks—looking at the teacher, the chalk board, the other students, and other similar horizon-directed tasks. Certainly in the office the

average, fairly diligent worker spends considerable time with the horizon well in the upper part of the field of view. When looking toward the horizon, the viewpoint should not be considered as just toward one point of the compass. This I feel is especially important if we are to keep our work structures really flexible (which is essential if we are to retard the destructive obsolescence taking place in our cities).

In other words, I feel strongly that it would be advisable to take a considerable number of readings in a number of different directions with Mr. Logan's ingenious fluxmeter, in thoroughly analyzing a problem and arriving at a more complete solution.

In a similar connection there is one other point important to consider. The pictorial illustrations used in these quality-stressing papers indicate structures with the glazed area rather completely shielded or the readings taken after dark. For example, the flux analysis of the railway coach would be materially altered in the daytime, and especially so if it were in motion at that time.

This poses a problem for which primarily an architectural solution must be found. This is quite necessary if we are to decrease the very considerable and accelerating time lag that exists between the scientifically inspired knowledge of our contemporary needs, and the interior environments we have created and are largely planning to perpetuate.

After thoroughly analyzing all of the tasks involved, we should be inventive enough to create interior environment, especially work spaces, that produce these desirable balances of brightness and qualities of light.

The quality rating system of Professor Moon and Dr. Spencer is most interesting. The only thing that I can challenge is that the aesthetic rating was shown to be equal in both the before and after examples. While the subject of aesthetics is even more controversial than that of brightness ratios, I am convinced that these low brightness ratios can produce a greatly increased aesthetic rating by materially reducing the emphasis of the rigid, regimented man-made straight lines which bound our interior planes (which mass production and current economics dictate that we must have). My reason for this statement is that when we minimize or even in some cases erase these straight lines by balancing the brightness (the camouflage principle), we can better emphasize the free forms of nature that we can almost all agree are aesthetically more pleasing. These can be the human forms assembled, interior arrangements of flowers and shrubbery, a planned view of a lower brightness exterior landscape possibly, or even man-made art forms of free shapes and made a part of the decorative effect.

It would seem that we need only for-

mulas to determine discomfort glare to tell us how we have failed in this mission of creating really comfortable aesthetically pleasing, work-inspiring interior environments. And again, it is evident that the co-relation of all of these specialized skills and complex factors, to create a completely satisfactory, uncompromising solution, is primarily an architectural function.

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Princeton University Bicentennial Conference

Statement of Position by John E. Burchard,
Chairman of Session II

"Planning Man's Physical Environment"

Session II, March 5, 1947

There was a time to clean the stables; a time to shock; a time to argue. The last was a long time. All these times are over for modern architecture. There remains only the time for decision. Is this thing a mere style; will it some day have become a tradition?

The great figures, many of whom are here, did the stable cleaning. They reaffirmed the axioms. They did everything necessary to shock. They argued brilliantly. There are no more axioms to state. To shock is no longer necessary, not even desirable. Perpetually to make something new may call fleeting attention to one's self, may capture the ephemeral applause of a self-admiring clique; but it is not a panacea for progress. There are times for advance; there are times for consolidation, times of more achievement if less spectacle. The same thing applies to the forum. The avant garde and the

reactionary alike mouth their controversies to empty benches.

The distinguishing element of our time is not its materials; we have but one important new one for architecture and cost rejects the full exploitation of the theoretical potentials of structural steel and aluminum. The distinguishing element is neither economic nor political. There have been fascist and communist architectures ere this and they are alike for the simple reason that they are official. Some democratic architecture may be unofficial, but this too has occurred before.

The great distinction of today is that we ask that more classes of people be well served by our buildings; we demand for every building a degree of specialization hitherto unknown. It is presumptuous for any architect now to build a terminus, a hospital, a school, a merchandise mart, without sober consideration of the technical requirements; presumptuous for him to assume that he can define them a priori; presumptuous for him to think that he knows more about them than the technician who uses them.

So today the architect is designer at the end and not at the beginning. He must first of all be an interviewer, an objective recorder of needs, an understanding examiner of techniques. This process may well take longer than the final synthesis, the space arrangement, which is the design.

There is risk that modern architecture does not follow its own precepts. It is no more noble to preconceive a building with a cantilever, a spiral, or an exo-skeleton and then force everything to fit, than it is to preconceive it in the mold of St. Tro-

phime. Flexibility as a fetish can lead to amorphism. It is childish to play with science and to talk of insulation, sound, light, in terms which a freshman-physicist would reject as untrue. These things are not emotions and pseudo-scientific treatment of them as emotions simply will not do. We shall be found out, and quickly.

We will do well, then, in this time of decision to ask ourselves whether we profess more than we practice. If we do not practice what we profess, all will be lost. It is time for critical self-scrutiny.

Do we really survey the technical need without prejudice; do we refrain from imposing our own clichés; do we avoid facile rationalization and the pseudo-scientific; are we prepared to bring humanism to the mechanism we have already prescribed with such authority? These are not rhetorical questions; only the thoughtless could answer with a chorused "yes."

This is the time for decision. The next few years will decide whether modern architecture is an important landmark in world history or an unimportant and transient style. Ours is the choice.

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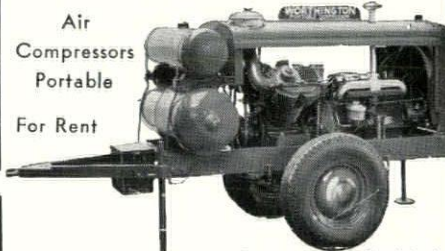
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DETROIT, MICHIGAN, JUNE 10, 1947

No. 23

ANTELOPE BILL, ARCHITECT, BILLINGS, MONTANA

To those in the Bonds, who have not had the fortune or misfortune of meeting William H. Reid, Jr., A.I.A., please let them be informed, that he is one of those ordinary souls who on occasions, opens his mouth and allows all that is gold to glitter. And, more often than not, talks himself into one form of trouble or another on the slightest provocation.

For instance, in a rather informal letter to the highly respected, Executive-Secretary of The Delta Phi Fraternity, Arthur B. Waring, Bill (as all William's are called a minute or two after being branded as such) more or less non-chalantly, unloaded a few of his current troubles as follows:

Well, to string a few of my troubles out into a yarn of interest, perhaps, to architects, is the effort herewith attempted. "Hold onto your hats, kids, here we go again!"

To begin with, after serving twenty-eight months with a gang of engineers and architects laying out and supervising the construction of a few Army Air Bases, I have often wondered during recent Veterans' Emergency Housing Act difficulties, as to just what comprises the qualifications of a veteran of a world war? Is a world war veteran, a man who saw overseas combat service and took actual part in it or is he also a veteran, who worked for me as a draftsman up until he was drafted and then returned in uniform to work for the Post-Engineer on the same air base?

Am I a veteran? I was called to Great Falls, Montana, in May of 1942 as a mechanical engineer for the War Department, which is not out of line with the corporal that signed up as a draftsman so they put him to opening and closing the windows in the general's quarters. My first assignment was the design of sewage disposal plants and water towers for the bases and that little task completed and the plants

constructed, I became in turn: Chief Draftsman, Associate Engineer, Chief Architect's first assistant, Chief of Operations, to a finality toward the end of an also ran with two others who were looking for something to do rather than go home to a defunct possibility of practicing architecture under the restrictions of WPB, for the post of Area Engineer, U.S. Army Engineers, Great Falls, Montana.

Behind us at the time, were: The Great Falls Army Air Base, which trained one and only one full flight of B17 bombers and then was converted into a modification center for the Air Transport Command; Gore Field, Great Falls, an Air Transport Command Base; Satellite fields to the bomber base at Lewistown, Cut Bank, and Glasgow, Montana; not to mention various experiences, myself, in one form of duty or another, with the War Dog Training Camp at Rimini and paratroopers facilities at Fort Harrison, both just out of Helena, Montana; the Jap and Wop Detention Camp at Fort Missoula, Montana; and travel back and forth from time to time to the U.S. Engineers District Office on War Department priority.

Am I a veteran? Someone says, "No, you were just fortunate (?) to be a member of a profession, who could commercialize on the war effort!"

Such a person has never experienced trying to drop back to a Civil Service rating and comparable salary after having practiced architecture for a number of years in his own right and at legitimate professional fees. He is undoubtedly confusing architects and engineers with the contractors and sub-contractors, who, as in World War I, became war-millionaires almost automatically, if they could round up a small crew, a concrete mixer, and borrow a few pieces of staple contracting equipment. The volume of work authorized through the War Department and

handled by the Corps of Engineers, U. S. Army, was so tremendous and the established time for getting it done, set as yesterday, that the shortage of man-power and materials set prices rampant immediately. We could do nothing except revise our estimates to the going prices demanded or the work would never have been accomplished; many times a lone bid of any amount was the only saving grace to the Office, in starting the project in order that it may be completed within the set time limit.

Secondarily, more than once on the job, I was confronted with the fact that we were just plain damn fools, in having the construction knowledge and know-how for the sorely needed military projects, and then to work for the War Department rather than to cash-in with the open opportunities of the contracting portion of the projects. There were many times when former colleagues in the profession walked into the office representing sizeable contracting outfits and fairly reeking with the filth of the long green, that I swallowed rather difficultly and wondered seriously about the damn-foolishness of it all. They certainly had something there! But, had we all gotten on the gravy train, to whom in this great, god-given country of equal opportunity would have fallen the responsibility of getting the projects ready so that the gravy trains could roll? Now that it is over and the mess, perhaps all sour grapes anyway, is there any credit due the civilians of the Army Engineers?

I am not one to kick because I was given a merit medal and a service bar which I treasure highly, for six months loyal service with the Corps of Engineers. In the meantime, however, I lost an apartment house (valued at some twenty-five thousand dollars at pre-war estimates; your

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BILL—(Continued from Page 1)

guess at today's costs) because the rental return and my war-time salary were not sufficient to keep the mortgage company satisfied. My step-son, Bill III, was on the invasion of France and came home with a purple heart; should I complain about the loss of a few thousand dollars?

Perhaps by now, you have a somewhat different insight into what kind of a brother and his character, your request stirred up? Is he communistic, socialistic, pugilistic, or simple, republican democratic? The foregoing, I felt perhaps wrongly, was necessary, to what follows and might be classified as the "or otherwise" portion of your request stated above. Your privilege as the editor is to delete any portion or all of it; if you can take it; I can dish it out!

Comes August of 1944, and back to my practice of architecture in our fair, relatively-young and growing city of Billings, Montana. Population of fifty thousand by 1950; at present estimated at about thirty-eight thousand, counting in my young sons Robert at four years and John at two. First job: a fire priority under WPB of rebuilding a garage 140'-0" by 150'-0" in floor area. Army Engineer experience serves in good stead: knowing where and how to expedite materials. For the 75 foot span steel trusses, we found plenty of angle iron of various sizes we could substitute in lieu of those required in the design; but were forced to fabricate the trusses on the job, on the old concrete slab floor after the ashes, demolished truck and automobile frames, bodies, tanks, etc., had been cleared away. To fabricate, I found a war-trained welder and his helper, whom he was training, neither of whom had ever done structural welding before in their lives. Too close inspection is not requested and some of my gray hair arrived, during and through the assembly process; however, after the building was completed—and by the way—converted into one of the largest and finest, modern bakeries in this portion of the Northwest (clipping inclosed) I found the tenant unloading a dough mixer of some two tons in weight, by operating a chain hoist off the bottom chord of one of the trusses. Shades of Balaam, what fabricators we must have been!?! Then and there, I decided there must be something in living right!

This cocky experience and success, set me up immediately with the Owner for the design of a semicircular drive-inn, restaurant and now, still in the finishing stages, a 75'-0" by 340'-0" combination tire, accessory, furniture and appliance store and a reprocessing, used-car assembly line building, that I have hopes of being proud of one of these days.

In the meantime, fairly well recovering

from the effects of the ravishes of war, several attempts to obtain fair values in the form of houses for returning veterans led to the conclusion that a five thousand dollar house for ten thousand dollars is hardly a break for the veteran except in the sense that it will break him by the time the final accounting is made of the transaction. My first attempt: a very simple, compact plan modernized a bit from something similar I had done before the war, at a cost, then, of not over \$4,200.00. The house was for a young realtor friend who at the time was in the supply depot of the Navy and about to be sent to the South Pacific. His family, with him at the depot, desired to return to Billings, but they had sold their home and now there was none available (sounds funny now that we have heard the same story so many times). Over his furlough weekend we received bids on our little GI abode, just something temporary for the family, until a more secure future could be determined. The low bid: (?) trifling at the mere sum of \$7,800.00. Had enough? Man and boy I had, but wait, there came a way of getting used to the change!

Another returned veteran this time, admired the possibilities of the plan and felt that he could, with the aid of the Government, afford the price under the circumstances, if the original owner would permit the use of the plan reversed and in a different section of the residential district, far enough removed not to destroy the originality of the first house. Permission was granted, so a new set of bids was received for the new location but the site identical with the first in every way. The low bid: \$8,600.00. In a third instance not long after the other two, but with a slight change in elevation to camouflage the original plan; no reason of any consequence for a change of cost by an experienced estimator; but the bid now is \$9,200.00. The reason for all this? Proven definitely that Government regulations and controls had made the market so black that the possibility of securing materials at anywhere near a going unit price was fictitious and in preparation for the worst possible eventuality the constructor was prepared not to lose money.

Enough on the housing racket. I haven't written to anyone this long (by the way how tall are you?) for some time; but for an item or two, now, that may be of interest to the brothers "otherwise".

Just previous to 26 March, out from under CPA supposedly, I purchased a little ranch, farm I should say perhaps, of 320 acres that is located up on the rim-rocks that surround Billings and about two miles west of the Airport. On the ranch is a twenty-two room house which I was remodeling into an airport hotel. Just

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Detroit World's Fair

Judge Frank Picard, Chairman of the Detroit World's Fair Fact-Finding Committee, has rendered a Report on the Committee's exploration of the feasibility of a Fair for this city. It is quite favorable. Clair W. Ditchy and Alvin E. Harley are members of the Committee.

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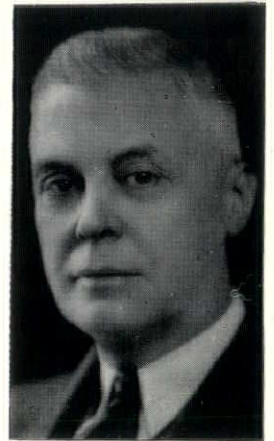
Wells I. Bennett, F.A.I.A., Dean of the College of Architecture and Design at the University of Michigan, and President of the Detroit Chapter of The American Institute of Architects, received the Honorary Degree of Doctor of Fine Arts from Syracuse University at its Annual Commencement on June 2.

Dean Bennett was made a Fellow of The American Institute of Architects at its last Convention in Grand Rapids. His citation read:

"Admitted to The Institute in 1930, he has given consistent and devoted aid in the promotion of the best interests of the architectural profession. His extensive service to the Association of Collegiate Schools of Architecture led him to the presidency of that organization. Identified for many years with the teaching of architecture at the University of Michigan, he now occupies the position of Dean of the College of Architecture and Design at that institution. He has made a harmonious and effective working unit of this school and has taken a decisive lead in maintaining its position as one of the major architectural schools of the country. "For these contributions, and his valued

service in many capacities to The Institute, he is advanced to Fellowship in The American Institute of Architects."

Dean Bennett, who has been further honored by Syracuse University, has done outstanding work at the College of Architecture and Design, University of Michigan, and for the profession of architecture.



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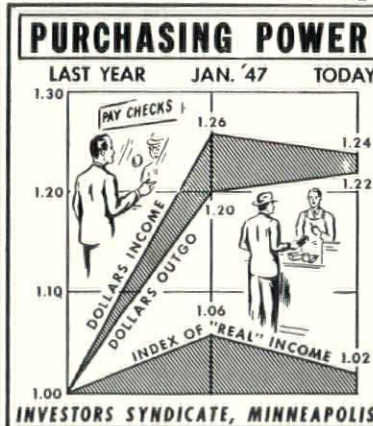
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Income Decline

Minneapolis—Real income of the American family is declining, but still is higher than a year ago, it is revealed by the latest consumers' study of Investors Syndicate. "Real income" is the relationship of revenue to living costs.

In its current survey, Investors Syndicate finds that the consumer has \$1.02 for every dollar he had over living costs



a year ago, but that this was down from the \$1.06 rate of two months earlier.

The average family in March, 1947 received \$1.24 as compared with each dollar received a year ago, but its expenses were \$1.22 for every dollar spent last year. Two months earlier the income had been \$1.26 and outgo had been \$1.20.

All family expenses were up over last year, with food costing \$1.35 as compared with each dollar in March, 1946. Shelter was up to \$1.03, clothing to \$1.20, and miscellaneous expenses to \$1.28.

Despite the increases in expenses, Investors Syndicate said, the continued increase in buying power indicates there is little reason to expect decreasing market demands.

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Opposes Housing Plan

Douglas Whitlock, chairman of the Building Products Institute, has urged Congressional rejection of the President's Reorganizational Plan No. 3, which would set up a permanent overall housing agency, on the grounds that the plan would give the administrator of the new agency unlimited powers to interfere with the private building industry.

"The plan also would give the administrator unlimited authority to supervise and control the operations of the Federal Housing Administration, which has demonstrated in the past that it can serve the public and the building industry well as an independent agency of government," Whitlock said.

"The language in the plan is so vague and broad that the administrator could dictate every policy of the constituent housing agencies and exercise firm control over their budgets and personnel.

"The administrator of the new agency would in effect become a housing czar. His powers would be considerably broader than those outlined in the reorganization plan which was rejected last year by both Houses of Congress.

House of the Month

The Ernst Kern Company's current "House of the Month" is by the architectural firm Wright & Wright, consisting of Frank H. Wright and son, Lloyd H. Wright, both members of The American Institute of Architects. Frank H. Wright practiced in Detroit alone until 1942 when he admitted his son to partnership.

Their small house, designed for utmost livability plus economy, embodies multiple-use areas; combinations of rooms with more than one purpose, and circulation



LLOYD



FRANK

lanes apart from these rooms. This plan is grouped around a focal point: the kitchen.

Its circulation lane is centrally-located and access to any part of the home is just a few steps away.

The entrance, a normally one-purpose area, has been utilized as a planting conservatory, study, snack bar, and general entertainment center. The two walls surrounding the kitchen have been used for book cases, telephone stand, desk, snack bar, storage cupboards and buffet on dining room side.

The play terrace, equipped with barbeque, is easily accessible from any part of the home.

A glass-panelled roof extension provides protection to the walk from the garage to the house without cutting off any light.

Page with O., H. & L.

Stephen S. Page has entered the offices of O'Dell, Hewlett and Luckenbach, Detroit architects. Stephen graduated from the College of Architecture and Design at the University of Michigan in 1941 and studied at Cranbrook the following year. During this time he was a member of the winning team on the 1942 Rome Collaborative Competition, a railroad station for Appleton Wisconsin. For four years he was an officer with the United States Coast Guard, serving two years as assistant civil engineering officer for the fourth Coast Guard District and the remainder of the time as a Damage control officer on a troop transport in the Pacific Area. Since being released to inactive duty, he returned to Cranbrook where he completed a Master Plan for Adrian Michigan and received a Masters Degree in Architecture and Urban Design.

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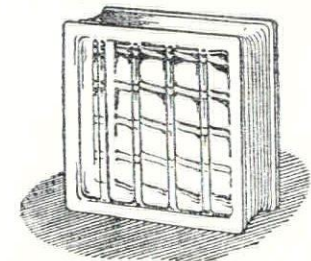
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three weeks previous to getting the remodeling closed in and of some use, some 90 days ago now, I received a Government stop order issued by the CPA District Compliance Office in Seattle, Washington. Haven't driven a nail since.

Last Friday evening, a Montana Highway Patrol car stopped two burglars who had robbed a hotel in Billings and the shooting match that followed on the Laurel road west of Billings, resulted in the death of one of the patrolmen and one of the burglars. The second patrolman was wounded in the hip and the second burglar got away with a bullet-wound.

Saturday afternoon at three o'clock, the burglar was found trying to hide among the rocks just a few hundred yards out in front of this ranch house, armed to the teeth and evidently trying to hide until darkness permitted him to find out where he could find a few nice people who might serve him a hot meal at the point of a cannon.

There's nothing wrong with this story, except, I happen to be living in the house at the present time with my caretaker and his family and am very happy to be with you once again.

One more item, if we can keep it off of page ten. Each year in Billings we hold a Western Pageant and Parade that is gaining national recognition. This year I gave some time and effort in the form of some script writing and scenery painting to the production of the pageant and grew a beard and goatee in keeping with out city-wide request that everyone locally, dress and go-western for the events.

Sunday immediately following the Friday and Saturday of the pageant and parade, I was called to Minneapolis and

Saint Paul, Minnesota on business and left by plane without the bother of removing the beard.

In Saint Paul, I attended a Rotary club meeting to make up for the Monday missed in Billings, and "the face" aroused considerable curiosity. When asked whom I was supposed to represent, after difficulty explaining the get-up, I merely replied, "None other than Bill Reid, Architect, Past-president of the Billings, Montana, Rotary Club." Do you think I got by with it? I did not!

I was presented as a guest of the club and introduced as "Antelope Bill Reid, Architect, Billings, Montana."

The greeter was a newspaper-man of Saint Paul and had read a story in "Yank" magazine about the trouble they had landing planes on the Billings Airport, where they had to chase the antelope off the runways in order to come-in.

The story is not exactly true, as one who knows antelope knows he seldom needs to chase them. However, a herd of twenty or more with a few buck and doe deer, circulate through the draws and canyons here on the ranch and can be seen frequently from the planes taking off from the Airport. My accommodations at present, primarily due to the Stop Order and perhaps eventually due to lack of finance, are poor and sparse, but, one day, I hope, anyone coming this way will "stop off and see me some time!"

Modern Too Costly

The "modern" house with its combination rooms, unconventional layouts, and design which is startling in comparison with traditional types, probably will not get very far in the low-priced house field.

That is the opinion of Arthur E. Allen, Jamaica, L.I., N. Y., architect, who has designed over 27,000 "budget-priced" homes throughout Long Island.

Allen, who recently reopened his office at 90-24 161st street, Jamaica, after leaving the Army with a colonel's rank, aired his views on newer building ideas for The Press.

In all, said Allen, who has planned houses for such well known building names as Gross-Morton, Gibson and Drosch, the "modern" house to the small buyer is about as useful as the new Paris fashions are to women panting for clothes.

The "education" which many architects think will be necessary to put across the idea of the new functional designs in the mind of the average small-home buyer will be mainly a matter of selling a new style, he thinks.

Summing up his opinion of super-mod-

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ernism for buyers of low-priced homes:

"They don't need it."

Allen explained that modern architecture has not been accepted by people buying in the \$10,000 class. It has been attempted in developments, he said, and this has been the result:

"Couples would go through the modern homes, and exclaim over some of the non-traditional designs. They would display interest and enthusiasm . . . and they'd go out and buy a traditionally-designed house in the same development."

He interjected the observation that slowing sales of homes built for former GIs are not a result of modernism, however. The veterans aren't buying because they can't afford the prices, he said.

In this connection, the architect added, the prices of much of the modern material which does a lot to make the functional houses different — such as thermoplane glass—is prohibitive for the present market's \$10,000 to \$12,000 houses.

Allen commented also on the opinion which has been expressed that banks' disinclination to finance functionally-designed houses is one reason for their lack of popularity.

"I don't think it's the fault of the banks," he said. "If people wanted the houses, the banks would lend money on them."

"But in many cases, local deed restrictions and building code prohibitions make it impossible for many of the newer designs to be used."

He pointed out, for instance, the restrictions which bar flat roofs in some areas. Yet the flat roof, he said, has become a hallmark of modern design, because it eliminates space under peaked roofs which normally has little use.

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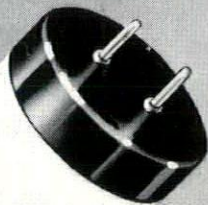
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DETROIT, MICHIGAN, JUNE 17, 1947

No. 24

NEW HOTELS TO BE VASTLY DIFFERENT

Francis Keally, A.I.A., Hotel Consultant says "Fireproof" Will Mean Just That;
"Outpost Inns" To Be Established

The hotel of the future will be something to marvel at!

That is the opinion of Francis Keally, of New York City, architectural consultant to the American Hotel Association, who recently addressed the opening meeting of the All-Southern Hotel Exposition in Atlanta.

Keally, four years in his present position and for 14 years an expert in the hotel field, spoke on "Planning New and Modernizing Old Hotels."

"The hotels of the future will be vastly different from the structures of the present," he said. "In the structures of the present," he said. "In the first place, they will be designed so that the word 'fireproof' really means just that. Such hotels are now being planned.

"In the second place, the hotels of the country are now taking notice of the competition from hotels and tourist courts and they are making plans to meet that competition. Thus, a hotel will establish 'outpost inns' on the highways to compete for the tourist trade. These inns, owned, managed and operated by the hotel, will offer all the service that the hotel itself offers, and, in addition, will offer the opportunity for entertainment now lacking for the tourist. Such inns will cost from \$300,000 to \$500,000 each."

Aside from the fire-proofing features, the hotel of the future continued Keally, will have bed-living rooms, in place of the present bedrooms.

"There will be no beds in those rooms," explained Keally. "Instead, you will find bed-couches, which at night, may be made into beds. Also, you will find the furniture of the room so arranged that it looks like a living room, instead of a bedroom."

At present, said Keally, the Icelandic Government is constructing in Iceland a hotel of this type.

"That hotel," he said, "will have 250 rooms of this type. In New York City, with all its new hotels, there are a few bed-living rooms."

Speaking of fireproof hotels, Keally commented that the hotel of the future will have fireproof furniture, fireproof drap-

eries and, as nearly as possible, fireproof sleeping arrangements.

"In addition, such hotels will have automatic sprinkler systems which will avoid the present danger of fire in hotel rooms at night," he continued. "That system will put out the fire at its source. Working under the influence of temperature variations, the metal which holds back the water will melt under heat. That, in turn, will turn on the water in the place where the fire starts, and that of itself will have the great advantage of keeping down the smoke which is the major cause of panic in hotel fires. The third advantage of the automatic sprinkler system is that it will automatically turn in the fire alarm."

Keally predicted many new and finer hotels will be built in the future.

Eberle M. Smith Wins Architectural Award

Eberle M. Smith, of Eberle M. Smith Associates, Detroit architects, won honorable mention from Progressive Architecture magazine for his design of the Wayne County Health Center.



Smith

Smith was runner-up in the first annual competition conducted by Progressive Architecture for the best buildings constructed in the United States during 1946.

Bancroft May Get Addition SAGINAW HOTEL CONSIDERS ADDING 100 ROOMS

Construction of a 100-room addition to the Bancroft Hotel next year is being considered by the hotel's board of directors.

The directors met recently with Francis Keally of New York, a nationally-known hotel architect, who surveyed the present structure. Also present were Robert B. Frantz and James A. Spence, Saginaw architects.

Construction is not being contemplated at the present time, due to the high cost of building and also because the architects anticipate a 20% decrease in building costs within the next year.

The new rooms could be built above the South Washington wing, now only two stories high, or could be contained in a tower built on the northeast corner. No estimate of cost for the addition has been made.

SECOND GOLF OUTING AND INDUSTRY DINNER Architects-Builders' & Traders and Producers' Council BIRMINGHAM COUNTRY CLUB TUESDAY, JUNE 17TH

The Producers' Council Club of Michigan is joining in this Outing. Let's give them a big hand, and a genuine welcome. These golf outings and industry dinners are something we just can't afford to miss. In June 150 sat down to dinner.

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Architects View Furnishings Field

Architects and home furnishings experts had a polite but firm disagreement at a luncheon meeting of the Fashion Group in New York recently.

The meeting took the form of a forum discussion. Questions were put by Alfred Auerbach, whose questions were put to Edward D. Allen, of New York; Paul Schweikher, of Roselle, Ill., and Arthur Allen, of Jamaica Queens, all architects.

The moderator-interrogator sought to clear such questions as:

"What effect will the new modern architecture have on home furnishings?"

"How far will the introduction of built-in equipment cut into the sale of furniture?"

The architects frankly see their trade moving in on the home furnishings industries. They expect more developments in the built-in field rather than less. They have their eyes on the bed-room. There, they contended that smaller room dimensions are justified by the saving of space through built-in units. Mr. Auerbach commented upon the smallness of bed-rooms in some of the new modern houses. Decorators declare that they prevent attractive room settings, he said. Mr. Allen countered with the statements that the market would not acquiesce to the increased costs of larger rooms. Six thousand and new houses on Long Island priced at between \$10,000 and \$12,000 have had no takers, he pointed out.

Mr. Stone freely acknowledged that architects are taking over the problem of storage space and would move forward creating built-in storage units for dining room and living room. For years prefabricated units have been standard for kitchen storage and may soon be made available for other rooms in the house, he said. He believes that tables and chairs will continue to be portable.

Responding to a question by Mr. Auerbach, Messrs. Stone and Allen both denied that builders plan to provide wall-to-wall carpeting and include it in the cost of the house. A member of the audience observed that a builder of \$10,000 mass-produced houses in California has included carpeting.

Mr. Allen would exercise the decorator influence from the low-cost semi-mass-produced house. Let the architect solve the problem by a better and more economical conservation of space, he said, in effect. Mr. Schweikher does not propose to leave decoration to the decorator. He did it before the war but, "never again." "Now when the house is finished, I'll be there," he added.

Modern is the favorite for custom-built houses, Mr. Stone declared. This is not true of low-cost houses, Mr. Allen commented.

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Business on Day-to-Day Basis

In an address before the Annual Convention of the Hardware Group, National Association of Credit Men, Walter Mitchell, Jr., Vice-President of the Irving Trust Co., of New York, made some interesting observations.

Mr. Mitchell discussed the future of hardware distribution; and the future of residential construction as it affects the demand for builders hardware and related items.

Obviously there are too many unknown and uncertain facts in economic affairs to permit anyone to predict the long term or short term future with consistent accuracy. This is so evident that many a business enterprise operates on a strictly day to day basis, abandoning all efforts to analyze the future, on the ground that the result of these efforts might be misleading.

The danger of such a course is that it is equivalent to an assumption that conditions of the future will be about the same

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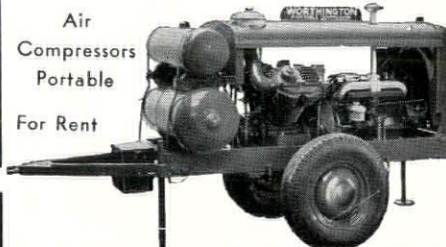
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as in the present. Yet from all business and human history we can be certain that is not true. Change is continuous and inevitable.

In a recent study our Economics Department at the Irving showed that the construction industry is subject to wider fluctuations than almost any other major industry and this, of course, affects hardware. Construction has followed a cycle of about 16 to 18 years duration with low points in 1900, 1918 and 1933 and high points in 1909 and 1925. War prevented another peak in 1943. Another low occurred in 1944 and there are indications that the present boom will turn rapidly the other way some time between 1947 and 1950. There are those who believe that public purchasing power will increase in the next four or five months but at present it seems unlikely that this will facilitate construction because of the shortage of materials and high prices for them as well as for labor.

Mr. Mitchell urged the hardware manufacturers to watch the fortunes of neighborhood hardware retailers and showed how these reflect the direction of city growth. The neighborhood stores doing best are those in areas of owned homes. Stores in areas of rented homes and apartments are less prosperous while those in tenement, boarding house and industrial districts which once contained prosperous homes were doing poorly except for those few who had developed mill supply business. The credit man should keep well informed also about changes in channels

of distributions. Remember that hardware retailers years ago failed to merchandise automotive supplies with the consequence that stores distributing these supplies soon were competing with hardware stores in the fields of household items, tools and other lines.

Finally Mr. Mitchell urged more sales mindedness in the credit department, recommending that the credit manager should report to the same officer as the sales manager and the advertising manager—perhaps the general manager of the company. There are too many salesmen, he said, who have never seen a credit report and too many credit men who never have tried to promote a moderate account into a better one by raising the limits as the account has prospered.

St. Louis Competition

A vast plan for transforming 80 acres of the downtown city of St. Louis into a national park and monument symbolizing the spirit of the westward expansion is envisioned in a printed program just released to competitors in a \$125,000 architectural contest for development of the Jefferson National Expansion Memorial.

Ultimate cost of the project on the St. Louis riverfront—to be shared by the city and the Federal government—is expected to approximate \$30,000,000.

The once muddy bank of the Mississippi, on which in 1764 French pioneers stepped from their canoes to found a colonial fur trading post, now, after decades of westward migration and national growth, is the heart of the St. Louis business section. It is this original site of old St. Louis which is to be filled with new life and beauty in a project which may exemplify the world's outstanding effort in metropolitan redevelopment.

More than 1000 architects, engineers, painters, sculptors and landscape architects from all parts of the country have indicated interest in the project and more than 500 have formally enrolled as competitors to provide a design for the area, expected to become the principal metropolitan development of the National Park Service. George Howe, Philadelphia architect, is director of the competition for Jefferson National Expansion Memorial Association, a group of interested citizens, which provided private funds.

Howe's program for the competition, containing rules and specifications, proposes not only architectural moments on the 42-block site, but a living memorial to Thomas Jefferson, museums, recreational facilities which may include floating restaurants and entertainment centers, an open-air theatre, reproduction of typical pioneer buildings, and development of access to the site by road, rail, river and air.

Super highway arteries leading into downtown St. Louis and the memorial site will be a part of the plans.

Both helicopter and speedboat facilities for shuttling air transients between outlying airports and the St. Louis business area are proposed.

Generously illustrated with old prints of the teeming frontier community, the program describes St. Louis as the funnel of early westward migration, the place where

was established the first civil government west of the Mississippi and the center of all routes of trade and adventure to remote regions of the West. "It was the seat of the advance guard of cultural, scientific and political thought," the program states.

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I would like, at the outset of this discussion on the Extensive Environment, to make a distinction that I feel is important, to distinguish between planning and building, between what often seems mostly wishful economic thinking and the creation of something in three dimensions. It has seemed to me, as I have watched the so-called planning process enlarge its scope from house to city and city to region and region to nation, growing ever more tenuous, statistical, nebulous and aimless, that if physical planning is not to lose all meaning we must bring back to it the third dimension in which people live and breathe.

It is this extension into the third dimension that is our special concern as architects. Our arrangements of structures in space are limited by the uses to which land can be put. These land uses, in turn, are limited by law and custom. No matter what we plan, unless law and custom—the deep-seated *mores* of the people—are on our side, we cannot build those broad plans we put on paper.

I hope, therefore, that we may here talk about planning in such a way that three-dimensional reality, architecture that is, runs through the discussion like a theme. We can perhaps also safely digress into the fourth dimension of Time, whose beginning is the sprouting seed, whose essence is the rhythm of the revolving world, and whose end may be not the scattering

of the atom but the dissolution of the human brain.

On the other hand I trust we will not drift off into the futility of economics. As architects, as thinkers, as human beings, we must probe deeper into the meaning of our theme. It is our job, or at least a part of it, to give such validity to our ideas and such vitality to our concepts that their realization becomes a necessity for our economic survival.

Nor do I think that it is of much importance, here, whether we have this, that, or the other kind of implementing legislation. What we should try to do is to clarify what kind of a city, what sort of environment, would we build for ourselves and the few people we know and the millions we don't know, if we had our way and could find understanding of their way. We must always remember that this city we wish to create must be lived in, worked in, played in by all the kinds of people there are. If we do so we will not, I am sure, go too far towards Utopia—which was, I believe, a mirror of dictatorship.

And yet, in a complex and highly interacting world we cannot continue to live in an architecture created for the individual regardless of his basic interdependence. It is the creation consciously and architecturally, of an extensive environment which will use the techniques of coordination while preserving the essential dignity of the individual that should, I think, be the subject of our dreams.

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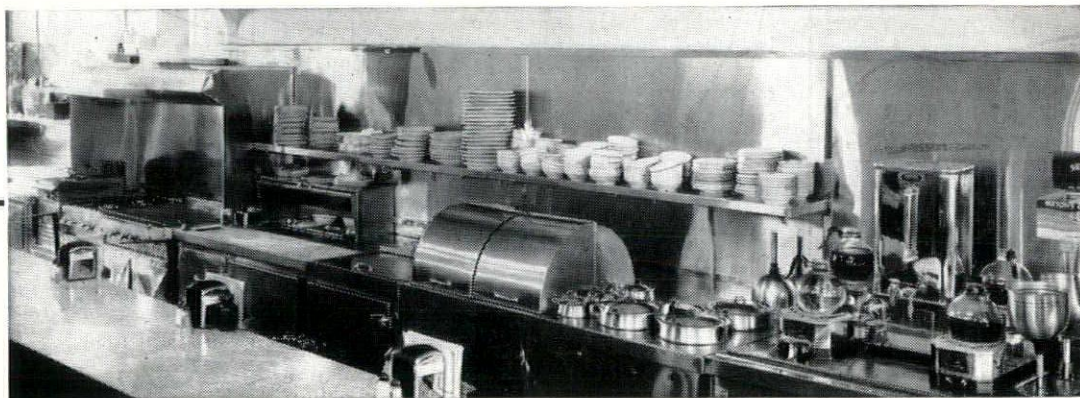
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No. 25

Statement by George Howe, F.A.I.A.

At Princeton University's Bicentennial Celebration

In the thrifty 30's I once asked a real estate agent what were his requirements for an office building. He answered, "I want a monumental exterior and a lot of small offices inside."

So crassly stated the program sounds absurd enough. After a moment's reflection, however, one cannot but recognize that this is the formula still generally adopted for office buildings, from the porticoed palaces of Washington to the aspiringly vertical towers of New York.

Mild disapproval of this sort of spatial deception was voiced by a Washington observer. After issuing from the endless corridors of a recent government office building he was asked by a friend what he thought of it. "It seems to me", he answered, looking back at its colossal columns, "there is much less here than meets the eye."

Much less of what? Much less significant space, one may presume, than the scale and weight of the limiting building would indicate. In any building worthy the name of a work of art, the observer seems to imply, there should be a correspondence between the visible structure and the significance of the space it limits.

In the first flowerings of the art of building, as in ancient Greece for the classical culture, let us say, or in mediaeval Europe for our western culture, this correspondence is plain to see and has been extensively commented on. In simple societies living space, working space, fighting space, and worshipping space flowered into their limiting building forms effortlessly and more or less spontaneously. The instinctive expression of symbolic space in religious edifices, which seemed to be one with the collective unconscious, to convey the sense of a space-time-man-god complex, embracing not only the art of build-

ing but all the rest of the life and thought and belief of their day, is cause for wonder. From this unity sprang, without doubt, the significance of building forms we still admire but cannot imitate.

That such a unity of art and life no longer exists needs no proof. How are we to recapture it? Not surely by imitating or adapting forms evolved from a space-time-man-god complex that is no longer ours. Not even by means of new products or structural systems, though we have passed from the empirical struggle to master space and span, which once dominated the development of styles, to the comparative freedom and scientific security of stress, strain, and the strength of materials. Techniques are important but only as a means to an end.

The end, if we recapture unity of art and life in building, must be to create significant space, whether real, that is useful and practically dimensioned, or ideal, that is symbolic and proportionally dimensioned, in terms of contemporary thought and feeling, not only socially, economically, and politically, but scientifically, philosophically, and spiritually. This is the great aim which the so-called modern school of design, for all its blind gropings, has set itself. This is functionalism in its broadest interpretation. The building itself becomes a function, in the modern mathematical sense, that is to say, a dependent variable.

The art of building is generally said to be a visual art. Yet the most significant element of a building is invisible, namely space, with all its extended derivations,

implications, and connotations. Only if a building, as the limiting element of space, succeed in conveying a sense of the invisible can one say, in contemplating it inside or out, "It seems to me there is more here than meets the eye."

Now that we have lost an intuitive and invisible space we must seek it again if we are to reach it at all, by conscious analysis. Individual genius may leap the barriers of reason to arrive incomprehensibly and inexplicably, for the moment at least, at a new take-off point. The task of the plodding analyst is to explain and justify the leap.

For this purpose it may be not unprofitable to compare the correspondence of the functional building of today, in intention at least, with modern thought, and the correspondence of Greek and Gothic buildings with the thought of their day. Everyone is more or less familiar with the second.

It has been pointed out that the classic concept of physical space corresponded to solid geometry, and that Greek temples were designed and built from the outside in, in the manner of geometrical constructions. Though undoubtedly the Greek must have been familiar with vaulting of various kinds they took no interest in the problem of spanning internal space, but were content to support a primitive roof construction by means of what amounted to nothing more than a permanent scaffolding. As Choisy has pointed out they were preoccupied primarily with external proportions and grouping, that is to say, in limiting external space by placing geometrical solids in it.

The Western European concept of physical space, on the other hand, corresponded to analytic geometry, a system of points suspended in space, and Gothic cathedrals were designed and built from the inside out, not as geometrical solids, but as luminous shells defining a portion of universal space. Whereas, according to Paul

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See HOWE—Page 2

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Howe—from page 1

Dantzig, the Greeks seem to have felt an aversion for infinity and the Europeans embraced it. Avoiding instinctively the idea of a geometrical solid, nothing more than a permanent scaffolding abutting the essential vaulting, as the Greeks used a permanent scaffolding for internal support.

Opposite as these two space concepts were they had one characteristic in common. They both pictured space and the physical universe as fixed, so the building growing from them limited space by subdivision. Today classic geometry has evolved into curvilinear geometry and analytic geometry into the mathematics of motion and change in time. The idea of a universe of flowing space is a part of our common thought. That which flows cannot be limited by subdivision. It can be limited only by direction. Practically, in loosely defining the constantly changing flow of production, of administrative process, of traffic of all kinds, and conceptually, by the suppression of clearly defined barriers between exterior and interior, as well as between internal spaces, functional architecture has accepted, partly by necessity and partly by choice, the contemporary mathematical and scientific image of the universe. In a flowing system of thought and action the limiting structural surface no longer moulds real or ideal space, but directs and defines its invisible curvilinear flow lines, as a plane of reference directs and defines a system of mathematical curves.

Even if time allowed I could not adequately discuss the complex question of the expression of a philosophy and aspirit under the aspect of building as the limiting element of space. Suffice it to say, as the enunciation of the principle of religious tolerance implies, that the center of pre-occupation today has been removed from the body and the present of the Greeks and the spirit and eternity of the mediaeval Europeans, that is to say from man-god and god-man, to evolutionary or social man, whom also we study in terms of the mathematics of motion and change in time. As a consequence the interest of the functional designer centers generally in socially symbolic space and in the buildings that define it, rather than in religiously symbolic space.

It is significant that a great genius, Frank Lloyd Wright, conceived the contemporary idea of flowing space in buildings at about the period when curvilinear geometry was conceived and the mathematics of motion and change in time was on the way to transforming the generally accepted concept of space and the physical universe. Both materially and symbolically his prophetic thought, modified and adapted by many minds, is gradually imposing itself, in principle, at least, on the

craft, business, science, and art of building. It is becoming more and more evident to all that the building as the limiting element of space must continue to adapt itself to the fact of contemporary space, internal and external as well as real and ideal, as we use it and feel it.

UN Poster Contest

The fifty-five member nations of the United Nations have been invited to participate in what is probably the world's most farflung poster competition for a design in full color, descriptive of some aspect of the aims and principles of the United Nations as outlined in the Charter. The United States of America section will be organized and conducted by the Museum of Modern Art at the request of David Finley, Chairman of the United States Committee of the International Council of Museums.

The competition for the U.S.A. section opens with this announcement. Finished designs in not more than six colors, with lettering, size 16"x21", must be submitted on or before June 15, 1947, to the Museum of Modern Art, 11 West 53rd Street, New York 19, New York. The competition is open only to professional artists—no student work is eligible—and not more than one design may be submitted by each contestant.

The jury of selection for the United States is composed of:

Charles T. Coiner, Vice President in charge of the Art Department, N.W. Ayer & Son

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DETROIT, MICHIGAN**The Small House**

The American Institute of Architects and the National Association of Home Builders are to collaborate in a joint program designed to improve the quality of low cost homes and to find ways to reduce building costs, Douglas W. Orr, president of the Institute, has announced.

"The joint committee composed of architects and home builders has been appointed to prepare a suggested program," Mr. Orr said. "With small house construction so badly needed and accounting for a major portion of the total building in the country, this collaboration should not only be very successful in speeding up the construction of small houses but could have a very beneficial effect upon the character of the structures.

"We believe that the small house field offers both an opportunity and a challenge to the architectural profession. In the past a large proportion of our small homes have been built without the services of a trained architect, with a resulting impairment of aesthetic and economic values which is quite apparent in many medium and low-cost residential areas.

"Housing is a far greater factor in determining the appearance of a community than the many fewer larger buildings, no matter how much architectural study is devoted to the latter.

"The collaboration between the Institute and the National Association of Home Builders will include joint meetings of local chapters or their committees, an interchange of convention speakers, and the preparation of factual information to be disseminated among the memberships.

"This collaboration should point the way to some methods of reduction in the cost of housing, stimulated by the contribution which can be made by the members of the architectural profession to the solution of the problems of small home construction."

Increased economies in the building of small houses are assured as the result of a grant of \$45,000 by the Office of Technical Services of the U. S. Department of Commerce for research in methods of erecting industry engineering housing, L. C. Hart, Co-Chairman of the Manufacturer-Dealer Coordinating Committee of the Producers' Council, stated.

"The grant was made for studies to be conducted at the University of Illinois," Hart said. "The engineered housing on which the research will be conducted has been developed jointly by the Producers' Council and the National Retail Lumber Dealers' Association during the last 18 months.

"The research which will be conducted under the grant will be the most comprehensive ever attempted in the home-building field. The results of those studies, when coupled with the intensive research which already has been conducted in design and engineering, will mean that many thousands of additional families can afford to buy or build homes in the future.

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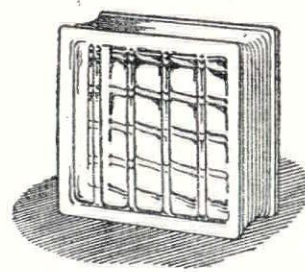
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Asks Public Support For Planning

Future attempts at urban development will lead to a desperate tug-of-war between those who wish to maintain established property rights and those who would sacrifice such rights, wherever necessary, to create more desirable social environments, according to Kenneth C. Black of Lansing, member of the Board of Directors of the American Institute of Architects.

Mr. Black called on the nation's architects to help impress the need for urban planning on the American people.

"The most potent factor in bringing our cities to their present sad state of physical development has been an uncontrolled speculation in real estate based upon a gridiron street pattern which was designed

primarily to produce a maximum of profit from a minimum of land area," he said.

"Ever-increasing numbers of people are awakening to the fact that the urban environment produced by this system has created an artificial mode of life which leaves much to be desired. Consequently more and more people are moving out of this archaic pattern into surrounding areas where they imagine they can lead more agreeable personal lives. Furthermore, those who remain in urban centers are demanding more and more of the amenities of life as the price for their continued citizenship in the community.

"The desperateness of the urban planning struggle will be aggravated when the people who are now moving out of urban centers find that their new surroundings aren't the Utopia they expected. Too many of these new developments are based upon the same street arrangement (with perhaps a few curves thrown in here and there), the same unintelligent deed restrictions and, all too often, the same monotonous pattern of undersized building lots.

"In our redevelopment programs we must again capture the elusive quality of humanness and weave it gradually into the physical framework of our cities. The men who can do that job most successfully are the architects because that quality is the direct result of a proper relationship between buildings and the spaces which surround them. Humanness cannot be produced by deed restriction. It cannot be produced by zoning ordinances ap-

in the living of a full human life.

"The only basic difference between the open country and an urban area is the fact that in the urban area a certain amount of space has been enclosed in the form of buildings. These buildings should be disposed about the area in such a way as to permit the people who occupy them to enjoy the utmost of personal freedom consistent with the social environment in which they live. City planning procedures in this country to date have failed to provide these conditions and they will continue to fail until we make a frontal attack on the underlying causes for that failure.

"We should have a crusade to free our communities from the strait-jackets imposed by faulty street patterns and by unintelligent restrictions in deeds, zoning ordinances and building codes. American architects should lead that crusade."

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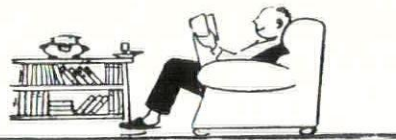
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plied to existing street patterns. It cannot be produced by super-highway, grade crossing, and bridge programs no matter how essential these may be to the orderly movement of traffic.

"It can only be produced by creating conditions under which an architect and his client can produce buildings and building groups which, in their relationship to one another, and in their interdependence on each other, create an atmosphere of intimacy with human life.

"Man is a creature of nature and feels a certain kinship with it. He is also a social animal and the visible evidence of the presence of other human beings is essential to his happiness. Therefore, the places which appeal to him most are those in which the works of nature and the work of man are blended so harmoniously that all who look upon them feel an inner sense of peace, serenity and well being which are such necessary factors

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As soon as possible after June 15 the jury will meet to select three entries to be forwarded to the headquarters of the United Nations for final judgment. An international committee, consisting probably of seven members, will be formed to make the final selections from the entire group of entries submitted by all the participating nations, each of which will send three posters from their country to United Nations headquarters.

The following prizes will be awarded:

*See end of Release for Preamble to Charter.

First prize	\$1500
Second prize	1000
Third prize	500
Ten prizes for honorable mention, each ..	100

Prize-winning posters will become the property of the United Nations. Rejected designs will be returned to the respective artists.

The poster should employ a minimum of text, in the form of a short slogan, inasmuch as it will be produced in a number of languages. Entries will be judged on their artistic merit as well as the clarity and force of the message they convey. Care should be taken that the symbolism employed in the design is universally understandable, and that it is not too closely associated with any one nation or group of nations.

All artists are required to supply the following information written on the back of their entries and covered with blank paper to insure secrecy:

1. Full name
2. Nationality
3. Permanent address for return of poster if not accepted.

No signature is to appear on the front of the design. Entries not accompanied by the above information and not fulfilling all these conditions cannot be accepted. NO UNITED STATES ENTRY RECEIVED AT THE MUSEUM OF MODERN ART LATER THAN MIDNIGHT, JUNE 15, WILL BE ELIGIBLE.

PREAMBLE TO THE CHARTER

WE THE PEOPLES OF THE UNITED NATIONS DETERMINED to save succeeding generations from the scourge of war, which twice in our lifetime has brought untold sorrow to mankind, and to reaffirm faith in fundamental human rights, in the dignity and worth of the human person, in the equal rights of men and women and of nations large and small, and to establish conditions under which justice and respect for the obligations arising from treaties and other sources of international law can be maintained, and to promote social progress and better standards of life in larger freedom, AND FOR THESE ENDS to practice tolerance and life together in peace with one another as good

neighbours, and to unite our strength to maintain international peace and security, and

to ensure, by the acceptance of principles and the institution of methods, that armed force shall not be used, save in the common interest, and

to employ international machinery for the promotion of the economic and social advancement of all peoples,

HAVE RESOLVED TO COMBINE OUR EFFORTS TO ACCOMPLISH THESE AIMS. Accordingly, our respective Governments, through representatives assembled in the city of San Francisco, who have exhibited their full powers found to be in good and due form, have agreed to the present Charter of the United Nations and do hereby establish an international organization to be known as the United Nations.

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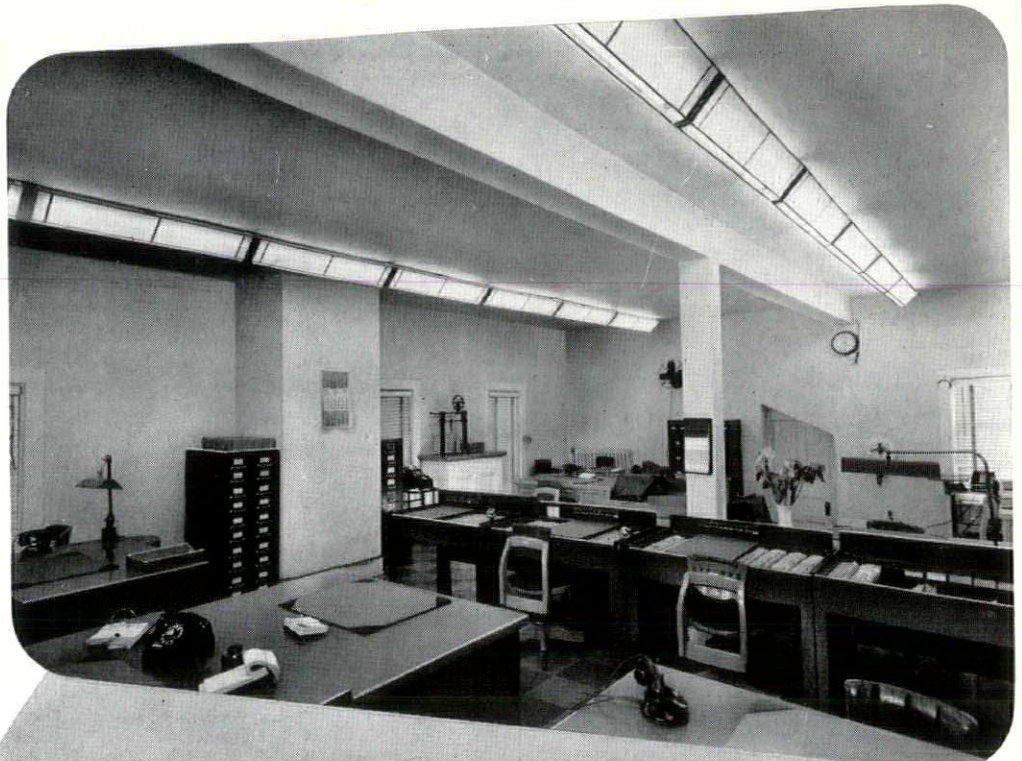
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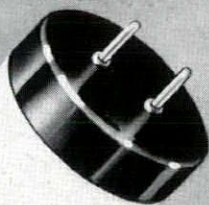
For they know, as you do, that modern building features such as fire stops, air ducts, stud bracing and insulation make it next to impossible to conceal telephone wires in walls after the house is constructed. But pipe or conduit installed while the house is being built will provide clear passageways, making it unnecessary later to mar attractive walls and baseboards by running wires along them in plain sight.

Your customers will thank you for reminding them of the ease of installing telephone conduit when they build. For information, call the telephone business office (in Detroit, call CHerry 9900, extension 2624) and a telephone engineer will gladly consult with you. There is no charge for his services.

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